



**Habitat**  
for Humanity®  
India

# GOLF FOR HUMANITY

AN INITIATIVE OF HABITAT FOR  
HUMANITY TO SUPPORT FAMILIES IN  
NEED OF DECENT HOUSING



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## ABOUT THE PARTNERSHIP WITH ASIAN TOUR

Habitat for Humanity teamed up with the Asian Tour as the golf tour's 2018 Sustainable Development Partner, to bring the need for decent housing closer to the hearts of the golfing community in the region, and the rest of the world.

In line with the partnership, the Asian Tour's season-long "Order of Merit" rankings renamed the "Habitat for Humanity Standings." This branded leaderboard led to massive visibility for Habitat across multiple broadcast channels in over 14 countries in Asia, the Pacific and beyond.

The one-year partnership opened many doors. Several professional golfers became Habitat ambassadors and wore our logo on their golf apparel or bag when they played in Asian Tour golf tournaments. There were many activation events organized on the golf course and off the course in India, Indonesia, Malaysia, New Zealand, South Korea and Thailand. Together, Habitat and Asian Tour collaborated to create avenues for the golfing community to support meaningful housing and shelter projects across Asia by raising resources, awareness and volunteers.

Since 2004, the Asian Tour has developed the sport of golf by providing a path to success and is now the third largest tour in the world. It has a diverse and committed membership rooted in Asia, and a global voice with an estimated reach of more than 466 million households because of its worldwide television reach, digital media platforms and traditional press coverage.







## ENGAGEMENT HIGHLIGHTS IN INDIA

Habitat for Humanity India leveraged the partnership with Asian Tour to raise awareness about the need for decent shelter in India through volunteer builds and charity tournaments.



# HERO INDIAN OPEN

Asian Tour champions Shiv Kapur and Chiragh Kumar along with their wives Maya and Namrata, partnered with Habitat for Humanity India to help build a home for Munna Devi and her family in Begumpur, New Delhi. They were joined by the 2015 Asian Development Tour Order of Merit winner and Habitat for Humanity advocate, Casey O'Toole of the United States of America.

"I strongly believe, as a citizen of the country, it is our responsibility to work together for the betterment of our society. I am happy to be part of this association with Habitat for Humanity India. I hope that one day all Indians will have a decent place to live."  
– **Chiragh Kumar**

"We are very honoured to be able to support Habitat for Humanity India. Maya and I have always admired the great work they do around the world, and we wanted to contribute by helping build homes in a place that is very close to our hearts and make a difference, in our own little way." – **Shiv Kapur**

"We were touched by the support of our New Delhi and international visitors who helped build our home. We are eager to complete our new home, and cannot wait to move in," said **Munna Devi**, Habitat homeowner, with a smile on her face.

"I am excited about being an advocate for Habitat for Humanity. I have been able to see first-hand the impact it is making on people's lives, and it is something I am very humbled to represent and be a part of." – **Casey O'Toole**





# HABITAT FOR HUMANITY INDIA PRO-AM AT THE TAKE SOLUTIONS MASTERS 2018

**On 7<sup>th</sup> August 2018, a Habitat for Humanity Pro-Am Golf Tournament was played in partnership with the Take Solutions Masters, at the Karnataka Golf Association, in Bengaluru (Karnataka) in support of housing for farmers' families in India.**

In this one-of-a-kind event, 20 celebrated international golfers like Jeev Milkha Singh, Casey O'Toole and Danny Masrin played alongside 60 golfers invited by Habitat India, consisting of business leaders such as Shashi Kiran Shetty (Chairman – AllCargo Logistics Ltd), Dr. R. Ramakrishnan (Chairman, Transformia Advisors) to support Habitat for Humanity's cause of affordable housing, and in particular, rebuild the lives of farmers' widows across India.







**Buy a Mulligan:** The golf players bought mulligan shots, the proceeds of which were donated to Habitat India.

**Brick by Brick Campaign:** Habitat India had a booth at the tournament venue, where we ran the Brick by Brick campaign to raise awareness about our work in housing, sanitation and disaster response. 'Habitat Bricks' signed by professional golfers, signifying the foundation of decent shelter that Habitat builds for families, were given to the guests.

**Gala Dinner and Auction:** The Pro-Am was followed by a networking dinner attended by 220 people, where Habitat India auctioned exciting golf memorabilia such as 'The Masters' famous green jacket signed by the great Jack Nicklaus and Tiger Woods, a 2014 British Open Flag signed by Rory McIlroy, and experiences of playing golf in Australia with professional golfers.



**To know more, watch our films :**

Habitat India  
Pro-Am



Habitat India at Take  
Solutions Masters



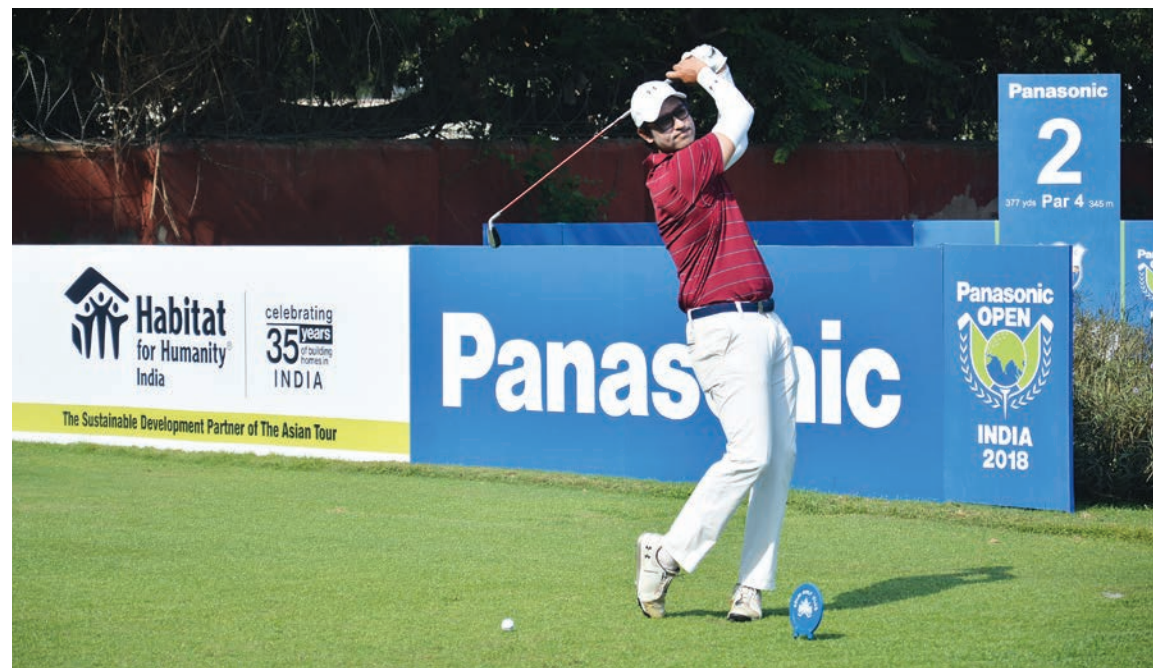


# HABITAT FOR HUMANITY INDIA PRO-AM AT THE PANASONIC OPEN 2018

In partnership with the Asian Tour, Habitat for Humanity India organized an exclusive Pro-Am on Tuesday, 23<sup>rd</sup> October 2018 at the Delhi Golf Club in New Delhi, prior to the Panasonic Open. The Pro-Am was held in support of families in need of decent shelter and sanitation, people affected by the floods in Kerala and vulnerable communities such as farmers' widows. The event witnessed a cross-section of professional and amateur golfers such as Miguel Carballo (Argentina), Lionel Weber (France), former Indian cricketers Murali Kartik and S. Badrinath, and business leaders like R. Gopal (Managing Director - Goodrich-Maritime), Arjun Nohwar (Country GM - India South Asia, Warner Bros. Discovery) and Yvo Metzelaar (Managing Director - Pressto India) who came together to support Habitat for Humanity India.

"It was not just another game of golf, this was an opportunity to transform the lives of people who lack basic amenities. We enjoyed playing in support of Habitat India."

– **Murali Kartik, former Indian Cricketer**







**Brick by Brick Campaign:** Habitat India had a booth where the team ran the Brick by Brick campaign, to raise awareness about our work. As part of the campaign, Habitat bricks signifying the foundation of decent shelter that Habitat builds for families, were given to the audience.

**Buy a Mulligan:** The golf players bought mulligan shots, the proceeds of which were donated to Habitat India.

**Gala Dinner and Auction:** Later on the same day, Habitat India hosted a charity dinner that incorporated the Pro-Am prize giving, as well as a silent auction of golf-related memorabilia and unique experiences. The attendees bid for golf clubs signed by professional golfers like Justin Thomas, Keegan Bradley and Xander Schauffele.



**Golf Clinic with Khalin Joshi:** On 27<sup>th</sup> October 2018, the Panasonic Open Golf Tournament Champion Khalin Joshi, led a Golf Clinic for Habitat India's youth leaders, imparting leadership and life lessons that are ingrained in the sport of golf. 11 Young Leaders and golf enthusiasts took part in this Golf Clinic. Khalin Joshi taught the participants to improve their shots and help them enhance their game. He also introduced the team to Habitat's Young Leaders Build (HYLB), HYLB Leadership Academy, and motivated the young leaders to bring positive change to society.



# BUILD WITH ASIAN TOUR CEO AND ASIAN TOUR GOLFERS

On 29<sup>th</sup> October 2018, Asian Tour golfers Udayan Mane and Koh Deng Shan along with Cho Minn Thant, Chief Executive Officer of the Asian Tour and the Asian Tour staff, partnered with Habitat India to build a home with Sheela Devi and Reshma in Begumpur, New Delhi.

“It was humbling to build homes for my fellow Indians who do not have basic necessities like shelter. I hope the golfing community continues to make a difference to the lives of people like Sheela.”  
- **Udayan Mane**

“It has been a meaningful year for the Asian Tour in 2018. As we celebrate another season of success, we are happy to see that many stakeholders within the Asian Tour family made an effort to give back to society through our partnership with Habitat for Humanity.”  
- **Cho Minn Thant, Chief Executive Officer of the Asian Tour**

***“We are grateful to everyone who volunteered to build a home for us.” - Reshma***





# HABITAT FOR HUMANITY INDIA

## CHARITY GOLF 2019

### INAUGURAL EDITION

Following a fruitful partnership with the Asian Tour as their official Sustainable Development Partner, Habitat for Humanity India launched its first-ever Charity Golf Tournament 2019 on 6<sup>th</sup> January 2019.

Along with the support of professional golfers such as Jeev Milkha Singh, Shiv Kapur and Chiragh Kumar, and former Indian cricketer Ajit Agarkar, the tournament also saw 78 of India's top-level corporate leaders participate, from Arjun Nohwar, Country GM - India South Asia, Warner Bros. Discovery to Harsh Mariwala, Chairman of Marico Ltd. The tournament was followed by a gala dinner, where golf memorabilia was auctioned to the players. The tournament was held to raise funds to build homes for farmers' families in Maharashtra. The Habitat for Humanity Charity Golf Tournament 2019 was supported by Barbeque Nation, The Quadron and Pressto.

"I strongly believe that home is always a source of happiness and a sense of security. It's quite heartening to see Habitat for Humanity India coming forward to bridge the gap by organising the charity golf tournament for the farmers' widows in Maharashtra," **said Ajit Agarkar, former Indian cricketer.**





# HABITAT FOR HUMANITY INDIA

## CHARITY GOLF TOURNAMENT

### SECOND EDITION, 6<sup>TH</sup> DECEMBER 2019

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Extending the spirit of sportsmanship and magnanimity he shows in the sports field to areas of social responsibility, legendary international cricketer Brian Lara urged sportspersons to support community development initiatives, as he inaugurated the second edition of Habitat for Humanity India's Charity Golf Tournament. The second edition of the Habitat for Humanity India Charity Golf Tournament played at Willingdon Sports Club, Mumbai saw Brian Lara tee off on 6<sup>th</sup> December 2019.

"I have been associated with Habitat

for Humanity's work in the past and I firmly believe in their vision of building a world where everyone has a decent place to live, because housing is foundational for families to thrive. I am glad Habitat for Humanity India is using the power of sports to transform people's lives, and is helping them achieve the strength, stability and self-reliance they need to build a better future for themselves," said Brian Lara, Former International Cricketer.

The tournament received an overwhelming response with 67

business leaders playing golf to support Habitat for Humanity India along with professional golfers Rashid Khan, Anil Mane and former Indian cricketers S. Badrinath and Ajit Agarkar. Shariq Kajiji won the tournament overall with the best overall net score, with Riaz Batliwala scoring the best gross score in the golf tournament.

The tournament was supported by HDFC ERGO General Insurance Company Ltd. and Louis Philippe.









# HABITAT FOR HUMANITY INDIA CHARITY GOLF TOURNAMENT THIRD EDITION, 10<sup>TH</sup> JANUARY 2021

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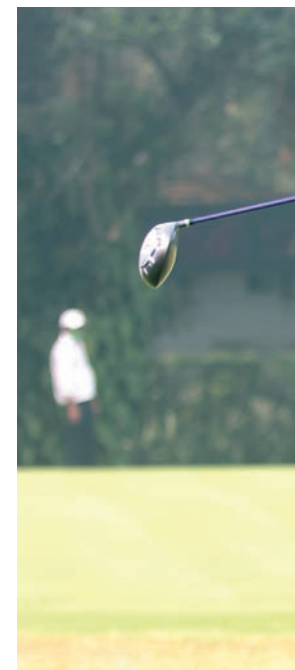
Habitat for Humanity India hosted the 3<sup>rd</sup> edition of its annual Charity Golf Tournament at the Willingdon Sports Club in Mumbai on 10th January 2021, to build homes for bereaved families of soldiers and to set up COVID-19 Care Centers in Maharashtra. Organized adhering to strict COVID-19 health advisories and protocols to ensure safety of the players, this iconic charity sports tournament witnessed participation from 114 golfers with professional golfer

Kunal Bhasin and young golfers Ananya Datar, Ahaan Nath and Aryaan Nath also playing alongside the others.

Top corporate honchos from Mumbai such as Mr. Sudhir Jain (Managing Director – Bank of America), Mr. Kaushik Shaparia (CEO – Deutsche Bank), Mr. John Wilcox (CEO – Navnit Group), Mr. Tarun Rai (CEO - Wunderman Thompson, JWT), Mr. Sampath Kumar (Senior Vice President - HDFC Bank),

Mr. Jaggy Shivdasani (CEO – Airtravel) and other prominent personalities from India's leading businesses, participated in the tournament to express solidarity with the cause.

The winners for the 3<sup>rd</sup> Charity Golf tournament were Mani Subramanian (Overall Nett Winner), Harmeet Sahney (Best Gross Score Winner) and Asha Doshi (Overall Ladies Nett Winner).











## FRIENDS OF HABITAT

Some Asian Tour golfers have become supporters and advocates of Habitat for Humanity India, giving their time and making efforts to serve as Habitat volunteers. Many amateur golfers who are India's top business leaders showed solidarity with Habitat's work. Their voices and generosity contribute to the cause of helping families in need of decent housing and Habitat's vision of a world where everyone has a decent place to live.



# WE ARE GRATEFUL FOR YOUR SUPPORT



"I am grateful to have played the Habitat India Charity Golf Tournament. As the Sustainable Development Partner of Asian Tour, Habitat for Humanity has played a significant role in providing decent shelter to the less-privileged sections of society in India."

**- Jeev Milkha Singh**



"It's really important to have your own house. Where I used to live, it was like a slum area. I started playing golf and I would get INR 10 to go to the golf course. With that amount, my father had to pay the rent and take care of the family. It was really tough. Hats off to what Habitat is doing!"

**- Rashid Khan**



"We are honoured to support Habitat India. My wife, Maya and I have always admired the great work they do. We wanted to contribute by building homes and make a difference in our own little way."

**- Shiv Kapur**



"It is important to talk about the need for decent shelter and sanitation to create an impact on the economically weaker sections of the society. I am glad that a game of golf can be a platform to support Habitat's work to build strength, stability and self-reliance through shelter."

**- Viraj Madappa**



"Housing is foundational for families to thrive. I am glad Habitat for Humanity India is using the power of sports to transform people's lives, and is helping them achieve the strength, stability and self-reliance they need to build a better future for themselves."

**- Brian Lara**



"Habitat is doing some great work in the field of housing for the underprivileged and vulnerable communities in India. My wife Namrata and I are proud to be associated with a cause to provide strength and stability to families in need a decent shelter."

**- Chiragh Kumar**





“These kind of events are good because it brings golfers from all backgrounds to play in one place – this is a good way to give back to society and play a game.

A home is the key – the first thing that everyone wants is a home for themselves. If we don't support them, then who will support? In a small way, we can do our bit to support! Even if five or ten families can get a house, that's a great start!”

**- Akshay Kilachand,  
Director, Indian  
Commercial Company  
and Former Golf Captain  
– Willingdon Sports Club**



“I'm proud to be at the Charity Golf Tournament, contributing to the good work you all are doing. Having a good home is something that provides security and safety for your family. It is something that can't be taken away from you, it belongs to you.

For the most part we are extremely privileged and can't comprehend what people across India endure. When given an opportunity, it's the very least we can do – to contribute.”

**- John Wilcox, CEO,  
Navnit Group**



“Having a home is important because everyone is trying to do better for humanity, there is no personal agenda.

I'd encourage others to take part in charity events like this. It's not about being selfish, but about helping humanity as a whole.”

**- Ananya Datar,  
Professional Golfer**



“I really think that people do deserve a home, it's a great cause and so it wasn't that difficult to feel inspired to join the Charity Golf Tournament.

If we can help to provide a home for those who don't have one – to have a place to call your own – it's something a lot of us take for granted, but it's a necessity for those who don't have it. If we can help create more homes for people, that's fantastic!”

**- Kunal Bhasin,  
Professional Golfer**





# HABITAT CHAMPIONS

While some golfers have advocated and spread awareness about the cause of decent shelter, a few have gone even further, supporting families through decent shelter and access to water with their generosity. As India's top business leaders, these Habitat Champions have shown compassion and solidarity with Habitat, impacting families on ground and working together with us to truly build a better India.





“People who play golf are the crème de la crème of society. Making them conscious of their responsibilities, giving them an opportunity to see what Habitat does, and inspiring them – it makes a difference to others and I think it is a great and laudable effort.”  
- **Dr. R. Ramakrishnan, Chairman, Transformia Advisors**

Dr. R. Ramakrishnan, Chairman, Transformia Advisors gave a generous donation to Habitat India and also encouraged his friends to donate. Their contribution has helped Habitat build a home for bereaved families of soldiers of India's Armed Forces under our Habitat for Heroes housing program.



“From the time my husband passed away, it was very difficult for me to raise two children on my own. It was my dream to have a house where my family can live happily. I am really thankful to Habitat for Humanity India and the golfing community for making my dream come true. You are doing a great job for the families of soldiers. May God give you all the support you need to help families like ours.” - **Archana Arjun Birange, widow of late Arjun Martanda Birange**



“Many of our brave soldiers and security force personnel give the ultimate sacrifice for the country. It is our responsibility as fellow countrymen to support their families and I am proud to contribute to Habitat for Humanity India’s efforts for this noble cause.”

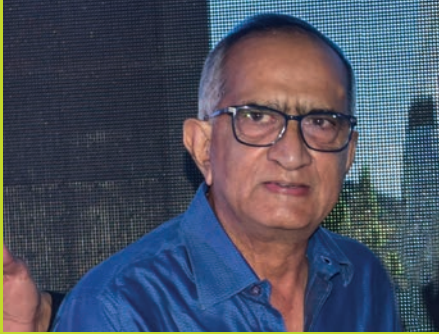
**- Ashish Kacholia, Lucky Investment Managers**

Mr. Ashish and Mrs. Sushmita Kacholia gave a generous donation towards Habitat for Heroes housing program. Their contribution has helped Habitat build homes for 10 families.



“Earlier, if there was heavy rainfall, water would drip through our roof. Thanks to Habitat we have been able to build a very beautiful house! Our whole family lives here and we are all very happy together! We could never have built such a house on our own.” – **Shobha Durawade, wife of late Bhiva Vithoba Durawade**





"Habitat India is building a world where everyone has a decent place to live. I am glad to support the families who need decent shelter and access to better sanitation facilities. Golf acts as a driver for me to be associated with Habitat and the great work they do."

**- D.C. Patel, Managing Director, Laxmi Board and Paper Mills**

D.C. Patel, Managing Director, Laxmi Board and Paper Mills has been an active supporter of Habitat right from the first edition of the Charity Golf Tournament. His generous contribution towards Habitat India means we can support more families in need of decent shelter.



"My husband's dream was to have a nice house of his own. But it could not be completed during his lifetime. Had he been alive today, he would have been thrilled to see our Habitat house! Our new home has a great design and is good quality!"

**- Sunita More, widow of late Vijay Subhash More**





“Habitat does something which is very close to my heart - they provide dwelling for low income families. It provides the

family with self-confidence and completely changes their mindset. This Charity Golf Tournament was a way of combining something that I love, with a way to give back to the community.”

**- Ajith Sundaresh, Finance Lead for Global Delivery and CFO for India and Philippines, Wells Fargo**



“When I think of a Charity Golf Tournament, it is mixing sports with a social cause. It’s a phenomenal concept where

you’re doing social good, but you are also having fun, networking and making sure the time you’re spending is eventually going to impact the lives of people that you can make self-reliant.”

**- Arjun Nohwar, Country GM - India South Asia, Warner Bros. Discovery**

In addition to the personal donations of Ajith Sundaresh and Arjun Nohwar, they also reached out to their friends, family and colleagues who in turn contributed towards Habitat India. Thanks to their support, more families in Maharashtra now have access to water wheels and fetching water is no longer a burden on the women in the family.



“The water wheel saves our time and energy. We are so thankful to those who contributed to this water wheel and to Habitat for Humanity India for thinking of and caring for rural women and our tribal community!”

**- Sangita Bhagat, Khandan Village, Raigad, Maharashtra**



“We fill water daily in the water wheel and we are really enjoying it. We are able to support our family with this. Before, my wife used to go and fetch water, but now she’s able to rest and I can go and fill the water wheel instead. We are thankful for the generous donation that made this possible, and to Habitat for Humanity for this water wheel!”

**- Maruti Mormare, Deopada Village, Raigad, Maharashtra**





“In the aftermath of Kerala floods, we supported Habitat in building homes for affected families. We feel proud, that these families now have a home to live in. Habitat India is doing a great job.”  
**– R. Gopal, Managing Director, Goodrich Maritime Pvt. Ltd.**

R. Gopal played a Habitat India Pro-Am and the second and third edition of Habitat Charity Golf Tournament.

Together with him, his employees also contributed to Habitat India’s Kerala Flood Response 2018.

His contribution helped us build one home and repair four homes in Kerala, helping families such as C.V. Unni’s.

With his support, we were able to build a Habitat Care Centre in Pune, Maharashtra to shelter people in isolation during the COVID-19 pandemic.



**C.V. Unni** is unable to work for long hours as he has a neurological disorder and cerebral thrombosis which affects his movement and coordination. So, he left his carpentry work and switched to selling lottery tickets. Unni and his wife Sathi find it difficult to make ends meet through this meagre income. Their only daughter Unnimaya is studying for a Master in Chemistry through financial

support from well wishers.

The Kerala floods of August 2018 washed away everything they had. They were evacuated to shelter camps and when they returned, the house was in ruins and had completely caved in from one side.

“We were in a very desperate situation, unable to continue living in our own house after returning

from the relief camp. I have a medical problem and we’re barely making ends meet. The absence of a proper house bothered us. We approached many local representatives for help, but finally it was Habitat for Humanity India who helped us.

We thank Habitat India and Goodrich. We will be grateful forever.” - **C.V. Unni.**

# GOLF FOR HUMANITY **IMPACT**

**273** Families have achieved strength, stability and self reliance they need to build a better future thanks to you.

**185** Families have access to water.

**65** Families trained in community based disaster risk management.

**19** Families have a new home (Maharashtra and Kerala).

**4** Families have repaired their homes (Kerala).

**1** Habitat COVID-19 Care Centre set up in Pune (Maharashtra).





# GOLF FOR HUMANITY FILMS

Scan the QR codes below and watch the impact Habitat India has made through Golf for Humanity.

Habitat India at  
Take Solutions  
Masters



Charity Golf  
Promo with  
Shiv Kapur



Charity Golf  
Promo with  
Jeev Singh



Asian Tour  
Golfers Build



Habitat for  
Humanity India  
Charity Golf  
Tournament 2019



2<sup>nd</sup> Edition of  
Habitat India's  
Charity Golf  
Tournament



3<sup>rd</sup> Edition of  
Habitat India's  
Charity Golf  
Tournament



# MEDIA EXPOSURE

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**156** MEDIA MENTIONS IN PRINT, ONLINE AND TELEVISION IN INDIA.

OVER **11 MILLION** INDIVIDUALS REACHED THROUGH MEDIA COVERAGE.

## GLOBAL EXPOSURE

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Exposure on Asian Tour's television platform: More than 286 million households reached through 13 LIVE programs and 18 highlight programs of 23 tournaments

## EXPOSURE IN ASIAN TOUR'S DIGITAL, ON-GROUND AND PRINT PLATFORMS:

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400 million individuals potentially reached with 483 articles generated with over 1,250 mentions of Habitat for Humanity.

## EDITORIAL MEDIA COVERAGE IN INDIA

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Hindustan Times

The Times of India

The Asian Age, India

Deccan Chronicle, India

The Tribune, India

Business Standard, India

The Hindu, India

News All India Radio

India TV

The Sunday Guardian, India

The Telegraph, India

Dainik Jagran, India

Millennium Post Newspaper

Figures corresponding global exposure provided by Asian Tour, as of 8 March 2019.  
Sources: Nielsen Sport, Blinkfire, TalkWalker and LexisNexis





## WE ARE GRATEFUL FOR THE GENEROUS SUPPORT OF ALL OUR EVENT PARTNERS



## ACKNOWLEDGEMENTS

**We express our heartfelt gratitude for contributing immensely towards the success of Habitat India's Golf for Humanity initiative.**

Ahaan Nath, Akshay Kilachand, Amit Nigam, Ananya Datar, Anil Singhee, Aryaan Nath, Col. H.S. Kundu, Cho Minn Thant, Jimmy Masrin, Kunal Bhasin, Rahul Singh, Rishi Narain, Shivas Nath, Suryaveer Singh, Valerie Lim, The Delhi Golf Club, The Karnataka Golf Association, The Willingdon Sports Club





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